



# **SAN PEDRO PROPERTY OWNERS ALLIANCE TOURISM, MARKETING, & BUSINESS DEVELOPMENT COMMITTEE MEETING**

12:30PM Open Session

## **Agenda**

Wednesday, November 15, 2017

**\*\*\*Meeting Location: Siren's Java & Tea\*\*\*  
356 W. 6<sup>th</sup> Street, San Pedro, CA 90731**

Marketing Committee Members:

Jonathan Williams, Chair

Warren Gunter

Dan Salas

Greg Morena

Warren Hsaio

Arley Baker

Monica Simpson

CALL TO ORDER – Jonathan Williams, Chair

1. PUBLIC COMMENTS

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on non-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period. As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

2. Review of Dia de los Muertos Analytics – Monica Simpson

3. Review of our role in San Pedro Events / Overlapping Events / Coordination / Sponsorships

4. Benefits to businesses / open businesses during events

5. San Pedro Branding - changing perception and image that focuses on positives of the district.

6. Update on PR campaign

7. Cruise Terminal Activation

8. Discussion regarding red trolleys (visitor function as part of MDP)

9. Next Meeting / Adjournment